

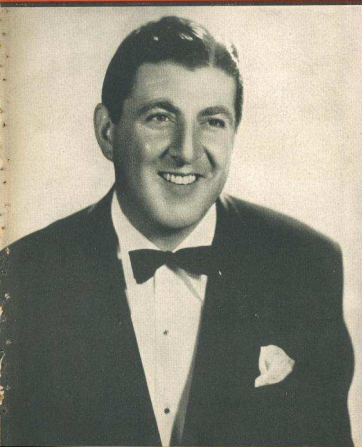
# The Billboard

The World's Foremost Amusement Weekly

JANUARY 17, 1942

15 Cents

Vol. 54. No. 3

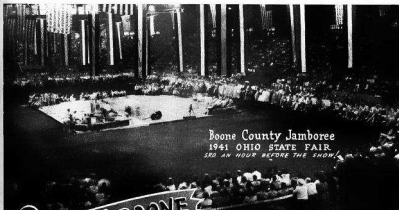


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Boone County Jamboree  
1941 OHIO STATE FAIR  
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**WLW BOONE  
COUNTY  
JAMBOREE**

**1940—111,200**

1940—111,200 persons attended appearances of WLW Boone County Jamboree entertainers—featured at fairs in five States, July 4 to October 2.

**1941—169,406**

1941—WLW Boone County Jamboree acts played to 169,406 persons, July 4 to October 4. An all time record—63 bookings in seven States. New attendance records established at 14 events.

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## Logic

By BILL SACHS

**JACK GOWHERE** is married at the Claridge Hotel, Memphis. Ann Gwynne is receiving the posting of her mother, who is charged with the care of her.

**LOTT OF MACHO** in Pennsylvania this morn. The Magline saw at the Yacht Club there; Bill Hall is at the Wilson Cafe, Drexelford (Pott-s-Delaware—not the original Dorety), at Villa Madrid, and Marlon Cubert tonight, is playing local chess.

**MARION** slipped into town to entertain at the Villa Club, and at the Yacht Club.

**DONNA DELBERT** couldn't make it with five other, heads the drama of the New Leader Club, Philadelphia.

**TONY MARIN** is looking 'em at Harry's New Yorker in the Woody City.

[illegible][illegible]

### Wells: Hot to Cold

SHREVEPORT, La., Jan. 31.—Lawrence Wick holds the record on playing in extreme weather conditions at the Shreveport Tennis club. Wednesday (7) the temperature reading was 25 degrees below zero, but the match continued to go on 11:00. On July 27 of last year Wick was greeted by a temperature of 107 in the shade, and the game total was 4:15.

### Nitery Must Pay Patron Hurt in Hobby Horse Race

MINNEAPOLIS, Jan. 18.—In one of the most unusual decisions ever handed down, the Minnesota Supreme Court ruled that Mosier's Cafe, operated by Henry C. Mosier and Fred W. Mosier, must pay \$1500 damages to Eugene Davidson, cafe patron, lost while participating in a state-sponsored hockey game here, Aug. 1, 1945.

[illegible]

## Detroit House Gets More Colored Name

DETROIT, Jan. 23.—Bookings for the Paradise Theater, opened by Len and Lou Cohen two weeks ago with an all-colored show policy at 25 cents top, has been set there March.

### Wilmington Club Closed

WILMINGTON, Del., Jan. 19.—For China, seven miles south of this city has closed for the winter.

### A Two-Hour Show of Vocalists Being Tried by Detroit Club

DETROIT, Jan. 18.—A new policy of securing the Northwest around vocalists is working out so well at the Ypsilanti East Side night spot, that Howard Davidson, the new owner, is planning to do nothing but singers for his venue.

Secret lies in diversity of types of work. Discussion is prompted upon the theory that customers get more pleasure from listening to favorite music while working than from acts requiring outside visual attention.

**Name Orks Still Hot in Philly;  
Miller, Hawkins-Ink Spots Tops;  
Music Machine Prosperity Key**

PHILADELPHIA, Jan. 10.—Farm hands are with the celebration of big-time wheat in this town. Warner's Farm, on downtown Philadelphia, is this season up to reaping a harvest with local State Labor Day week and celebrated their New Year's Eve in last night's party.

The 1990-'91 season, starting four weeks late, September 27 because of incision difficulties, hit a most figure under \$1,400,000 mark for a 40-week crop. MacLaren Day will find the 2011-'12 season exceeding a million dollars. For the first 10 weeks MacLaren has already paid a most \$400,000.

Current season's top growers are the at \$34,090, (actual profits for straight potatoes is \$14,500). They are Gene Miller, September 19 week, and Rocky Burkhart and the Ink Spots, November 21. Week for week, grows this season

[illegible]

For the remainder of the season, the club will continue to go to bonds. Following Coastal Breeze last week, two sailboats with PMA licensing and Gloucester Thimbleball. Pulling power depends on the wind, sores support here is in the mid-afternoon class.

Greenes for the first half of the 194-45 season runs follow:

August 26—Sun Donnie's website, Breeze and Coastal, Green, Phyllis is the clerk; \$25,000.

September 2—Tony Foster's website, Breeze, Coastal, Green, Phyllis is the clerk; \$25,000.

### Agents as Characters

NEW YORK, Jan. 10.—Accompanying AGOA's new application for export's license is an "outline of character" which must be sworn to by two character witnesses, attesting to the fact that the applicant is a worthy citizen.

### How of Vocalists

Spot is drawing a nice patronage, especially from the younger element. The dance team. The exclusive vocal pol goes into effect next week.

plans to buy three more units. Lorna McDonald, former coin machine operator, plans to enlarge seating capacity to 300 and to change the bar to the Hardtail.

Four King Sisters, Audio Library; women,  
Age-CareNet; 821.508.

September 19—Gleason Miller's orchestra; albumen, *The Pittsburgh Post*; \$35,000.  
September 25—Jan Savitt's orchestra; Radio Davis; albumen, *Newsday of Michigan*; \$20,000.

October 16—Garry Guzman's orchestra:  
saxos, Maribel Rodriguez, \$28.00.  
October 16—Garry Kiyra's orchestra:  
saxos, Henry Alarín, for President!  
\$21.00.  
October 17—Charlie Burch's orchestra,  
Flaky Tones, saxos, Linda is Sweetly!  
\$28.00.  
October 20—The Kinky orchestra:

November 31—Erskine Hawkins' orchestra, Four Ink Inkies; screen, *Night of January 18*; \$14,000.

John Bolton; screen, North of the Snow, \$20,000.  
 December 13—Sawyer Girls Screen, screen, Glenmore Bay; \$18,000.  
 December 13—Charles Graham's activities, Ray Bolger, Carl Brisson; screen, Chapin or Deay; \$18,000.  
 December 18—Woody Herman's or

## NVA Legion Annual

NEW YORK, Jan. 25.—National Vanities Artists' Post 699, American Legion, will hold its annual installation, entertainment and dance at Palm Garden, January 28. Show has been arranged by Vice-Commander Freddie Patton. Rev. M. Franklin, post commander, has been elected to solve Org.

[illegible]

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## Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, Jan. 16.—A good crowd was on hand for the January 8 meeting of the Showmen's League of America, held at the Sherman Hotel. Present President, Ed. A. Reed, Treasurer William Gentry, Vice-President Harry W. Thomas and Secretary Joe Albrecht were on the program. John J. Reed and Charles J. Cole were elected to membership. They were sponsored by Brother Albrecht. Brothers Albrecht, Reed, Thomas, Gentry, Cole and Secretary Harry W. Thomas were elected to membership. They were sponsored by Brother Albrecht. Brothers Albrecht, Reed, Thomas, Gentry, Cole and Secretary Harry W. Thomas were elected to membership. They were sponsored by Brother Albrecht.

Board of governors has notified action taken by Showmen's League trustees to purchase \$30,000 worth of DeLuxe Buses. Brothers J. L. Baines and conductor will commence the first early next week. Attending the first meetings were: Brothers J. L. Baines, Harry Baines and Louis Baines. Baines Baines and Baines Baines returned from the (See BSA on page 32)

## TENTS

Sold \$1.00 for complete lot of about 450 Tents, 10x10, 10x12, 10x14, 10x16, 10x18, 10x20, 10x22, 10x24, 10x26, 10x28, 10x30, 10x32, 10x34, 10x36, 10x38, 10x40, 10x42, 10x44, 10x46, 10x48, 10x50, 10x52, 10x54, 10x56, 10x58, 10x60, 10x62, 10x64, 10x66, 10x68, 10x70, 10x72, 10x74, 10x76, 10x78, 10x80, 10x82, 10x84, 10x86, 10x88, 10x90, 10x92, 10x94, 10x96, 10x98, 10x100, 10x102, 10x104, 10x106, 10x108, 10x110, 10x112, 10x114, 10x116, 10x118, 10x120, 10x122, 10x124, 10x126, 10x128, 10x130, 10x132, 10x134, 10x136, 10x138, 10x140, 10x142, 10x144, 10x146, 10x148, 10x150, 10x152, 10x154, 10x156, 10x158, 10x160, 10x162, 10x164, 10x166, 10x168, 10x170, 10x172, 10x174, 10x176, 10x178, 10x180, 10x182, 10x184, 10x186, 10x188, 10x190, 10x192, 10x194, 10x196, 10x198, 10x200, 10x202, 10x204, 10x206, 10x208, 10x210, 10x212, 10x214, 10x216, 10x218, 10x220, 10x222, 10x224, 10x226, 10x228, 10x230, 10x232, 10x234, 10x236, 10x238, 10x240, 10x242, 10x244, 10x246, 10x248, 10x250, 10x252, 10x254, 10x256, 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# Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

## Acts and the War Effort

IT WAS Watson, the one-man high-wire troupe, who originated the idea of "Grandstand Attractions." Instead of paying stagehands to do the heavy lifting, the troupe would use the talents of the acts themselves to do the heavy lifting. The idea was to use the talents of the acts themselves to do the heavy lifting.

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This national defense business is still in its infancy. Much has been done with the war effort, but much more is to be done. The troupe was to use the talents of the acts themselves to do the heavy lifting.

Presented, care and equipment of January War-Aid-Ambulance are entrusted to the troupe. The troupe was to use the talents of the acts themselves to do the heavy lifting.

## Meetings of Fair Assns.

North Carolina Association of Agricultural Fairs, January 12-13, 1942, Raleigh, N. C.

Indiana Association of Agricultural Fairs, January 12-13, 1942, Indianapolis, Ind.

Wisconsin Association of Agricultural Fairs, January 12-13, 1942, Madison, Wis.

Illinois Association of Agricultural Fairs, January 12-13, 1942, Chicago, Ill.

Michigan Association of Agricultural Fairs, January 12-13, 1942, Detroit, Mich.

Ohio Association of Agricultural Fairs, January 12-13, 1942, Columbus, Ohio.

Minnesota Association of Agricultural Fairs, January 12-13, 1942, Minneapolis, Minn.

Nebraska Association of Agricultural Fairs, January 12-13, 1942, Omaha, Neb.

South Dakota Association of Agricultural Fairs, January 12-13, 1942, Sioux Falls, S. D.

North Dakota Association of Agricultural Fairs, January 12-13, 1942, Grand Forks, N. D.

Montana Association of Agricultural Fairs, January 12-13, 1942, Helena, Mont.

Wyoming Association of Agricultural Fairs, January 12-13, 1942, Cheyenne, Wyo.

Idaho Association of Agricultural Fairs, January 12-13, 1942, Boise, Idaho.

Utah Association of Agricultural Fairs, January 12-13, 1942, Salt Lake City, Utah.

Arizona Association of Agricultural Fairs, January 12-13, 1942, Phoenix, Ariz.

New Mexico Association of Agricultural Fairs, January 12-13, 1942, Albuquerque, N. M.

working on some new exhibits for the 1942 season. He is now in the North to spend the winter months in the North.

On the show again in 1942, will be the "Grandstand Attractions" troupe. The troupe was to use the talents of the acts themselves to do the heavy lifting.

From L. W. Lott, Paris, Ill.: "My brother Fred and I played the Grandstand Attractions in 1941. We were very successful. The troupe was to use the talents of the acts themselves to do the heavy lifting.

On the show again in 1942, will be the "Grandstand Attractions" troupe. The troupe was to use the talents of the acts themselves to do the heavy lifting.

## Fair Elections

SPRINGFIELD, Mo.—Cook Empire District Fair Association, January 12-13, 1942, Springfield, Mo.

St. Louis Association of Agricultural Fairs, January 12-13, 1942, St. Louis, Mo.

Indianapolis Association of Agricultural Fairs, January 12-13, 1942, Indianapolis, Ind.

Chicago Association of Agricultural Fairs, January 12-13, 1942, Chicago, Ill.

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Indianapolis Association of Agricultural Fairs, January 12-13, 1942, Indianapolis, Ind.

age, and re-elected the board of 10 directors.

OAK LAKE, Miss.—W. H. Smith was re-elected president of Oak Lake Agricultural Society. Also elected, secretary, Vice-president, J. L. Smith.

TROY, O.—Miami County Agricultural Society named Richard Leasing, president; Lloyd Perry, vice-president; Fred Perry, secretary; and J. L. Smith, treasurer.

HARTFORD, Conn.—Van Buren County Fair Association re-elected Dr. F. C. Cushman, president; Clara Smith, vice-president; Fred J. Smith, secretary; James Triggs, treasurer.

CHICAGO, Ill.—Chicago County Agricultural Society re-elected Richard Van Buren, president; H. L. Smith, vice-president; Leonard Cushman, secretary.

CHICAGO, Ill.—Cook County Fair Association re-elected Dr. F. C. Cushman, president; Clara Smith, vice-president; Fred J. Smith, secretary; James Triggs, treasurer.

SPRINGFIELD, Ill.—L. E. Kirby was re-elected president of Clay County Fair Association. Also elected, secretary, Vice-president, J. L. Smith.

LA CROIX, Wis.—La Crosse County Fair Association re-elected Richard Van Buren, president; H. L. Smith, vice-president; Leonard Cushman, secretary.

ST. LOUIS, Mo.—Joseph R. R. was re-elected president of St. Louis County Fair Association. Also elected, secretary, Vice-president, J. L. Smith.

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# Around the Grounds

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## CARRYING ON FOR DEFENSE BIGGER AND BETTER THAN EVER

## FLORIDA STATE FAIR

World's Greatest Winter Exposition

TAMPA—FLORIDA

VIEW A FAIRLAND DISPLAY OF FLORIDA'S MARVELOUS HARVEST

FAIR AND SHOW EXECUTIVES— You are particularly invited. This is your opportunity to study war-time operation problems. Write to us in advance of arrival.

Opens Tues., Feb. 3 Closes Sat., Feb. 14

CARL D. BROEIN President P. T. STRIEDER General Manager







































# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. MURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

## Responsibility to Trade

The trade press and the coin machine manufacturing industry have a double obligation to help maintain the solidarity and the morale of the industry. The manufacturers and the press will share in the hardships that come about due to war, and they will also share in the future benefits that come from keeping the industry spirit alive and serving the nation until we have won the final victory.

The manufacturing industry has shown the true patriotic spirit in undertaking war orders insofar as equipment and facilities permit. This is a job that must be done because the entire future of the industry depends upon defending and maintaining the ideals which form the American way of life. To put it more bluntly, if our country should be finally defeated there would be no hope at all for a coin machine industry. That is why the manufacturing industry has joined in the national move to put all possible facilities to work on war orders.

There are many other calls that come to the manufacturing industry, contributions to charity, to various defense organizations, help in civilian defense, taxes to be paid and many other calls for help. All these things demand time, effort and money and they play a great part in the total effort of the industry to help win the war.

War conditions also bring on new and great problems which the owners and managers of the plants and factories of our industry must face from day to day. The spirit with which our industry has tackled these problems can be compared favorably with any other industry in the country. The industry has nothing to be ashamed of and can face the future with the assurance that greater opportunities than ever lie ahead.

The industry has for the time being put its major hopes in winning the war and it is that spirit we must keep at while heat until the victory is complete. Manufacturers and the trade press must be the guiding spirit for the industry as a whole. They have an obligation to furnish leadership to the trade, to suggest ideas for supporting the nation, and to set an example in many ways for the entire membership of the industry to follow. The impression that the nation as a whole gains of the industry will be largely determined by the acts and the morale maintained by the manufacturing industry, and this will be reflected to a large extent thru the trade press.

For that reason, every expression of patriotism, every idea contributed to boosting the industry thru the press, whether it be in signed articles, or in the advertising columns, will go far toward making a lasting and favorable impression on people concerning the industry. In less serious times it would be called maintaining a good front; in these times it is simply doing a duty that falls upon those in positions of leadership.

It may be called a matter of psychology, a problem of maintaining a bold and optimistic attitude, a job of keeping

the coin machine industry forever marching ahead. Just as the nation received a severe shock to its morale at Pearl Harbor, so the manufacturing industry has received a heavy shock in the labor and materials problems that have recently confronted it. The nation is rallying all its leadership and strength to overcome the first sudden shock it received, and so is the manufacturing industry rallying all its forces to pursue the two main courses that remain open to it.

One is to co-operate with the government by making all the war goods that facilities make it possible to turn out. That is being done with a vim, and operators who are sometimes inclined to criticize manufacturers should keep in mind the importance of the step that manufacturers have taken.

The second avenue which manufacturers must also keep in mind all the time is that of making as many machines as conditions permit. The country has been crossed to the serious problem that has come to small manufacturing industries in trying to keep up enough production to prevent the collapse of industries. The national government has recognized this problem in its priorities standards. The entire materials situation was thrown into still worse confusion when Japan attacked the United States sooner than people had been expecting. All these difficult problems confront the manufacturers as they try to adjust their plants to the most recent conditions. It is in the face of these difficulties that manufacturing plants must try to keep up a minimum production of coin machines and supplies. The nation wants small industries to keep plugging away as long as war needs are given right of way.

The manufacturers and the press have an institutional background to maintain. One of the things about which the industry boasts is that so many of its manufacturing firms have grown from small shops since 1932 to become real institutions in the business world. When the war is over it is reasonable to anticipate that materials of all kinds will be cheap and abundant and there is likely to be a rush to the manufacturing end. The present manufacturers have the natural desire to maintain their institutions, their reputation and to keep an organization together. They will want to lead the parade when the country can return to peace and normal business again.

Operators look to the manufacturers for leadership and also for whatever products they can offer at the present time. They expect the manufacturers to speak thru the trade press. Hence the news and advertising columns now mean more than ever to the rank and file of the industry. More than ever, operators are looking for information on machines and products, and this keen interest will continue for the duration. The manufacturers and the press have a mutual job of maintaining the industry on as high a plane as possible. It can be done and the trade is showing its will to win.

# FLASHES

By JOE ORLECK and BEN SMITH

Many metropolitan distributors refused to do Chicago, and Chicago sent with factory officials. One encouraging factor last week was the appearance of some agreement plans the arrival of some new games from Chicago. Altho the used-game condition is far from normal, the signs were encouraging for the future weeks when operators start bringing out these games from their others.

## New Firm

Irvine and Ben Cohen opened jobbing office in Brooklyn. Irvine is sporting a deep tan, altho he hasn't been out of the sun the other hand, Ben, who vacationed in Miami about six weeks, is as white as a sheet.

## Buy Deluxe Bands

Baltimore (Tops) Chicago, vice president of A. H. Bachman, Inc., will attend the NACD Convention in Chicago, January 15 to 17, and will make his headquarters at the Sheraton Hotel. "We are not exhibiting the Champion cigarette manufacturer or Chevy Mail-Sort candy for machines at the show," Chicago added, "but Bachman will be represented by Jimmy Martin, Joe Snow and myself."

## Successful Opening

Jack Isard reports from Brooklyn that the trade made a beeline to his spot machine opening at the opening of the new quarters. Jack admits he is giving others the kind of noncommercial equipment that has made him successful in the industry. He is buying plans to supply operators with equipment for a long time to come and is making arrangements to receive orders from many parts of the country.

On a note of optimism Jack states that the new year will be a good one for the machine industry in its first one of its most profitable periods. This business will move to new heights in the maintenance of machine. It will help raise the workmanship. It will bring satisfaction to those who will give more value to those who will accept new situation at this time.

## Coming and Going

Baldwin Bros. of Omaha, Nebraska, is to open a new location in the Midway-Blue light. Baldwins looks like old stables business is good.

Another coming is Johnny Smith, at Newark, N. J. in January, opening at the Hotel New Yorker with 2000 machines, a great deal of the Sheraton there.

All signs went to Chicago, leaving the loss of raising Bay Vending Company to Murray Block. Murray was still here, claiming a great amount for Chicago Chas. Hocky.

Walter Strain came in the city to spend several days with Lou Carter. Strain heads the Strain Vending Machine Company.

In late, attention centers at 1019 Washington Street, Boston.

For Cohn, Ben Lee and Benie Rosen, New York City, on the next trip for Chicago. Reminders were an effort to assure that they were the best.

While Bill left Saturday (15) for a visit to Chicago, Ben Hocky took in town to a great trip to Detroit.

## Buy Deluxe Bands

Amusement Amusement Company, New York distributor in the Philadelphia area, is making the new New York City, with a new location at 1019 Washington Street, Boston.

Ben Hocky, Ben Lee and Benie Rosen, New York City, on the next trip for Chicago. Reminders were an effort to assure that they were the best.

## Fast Flashes

Dave Robbins has stepped up with some Deluxe Bands. Dave reports business

was exceptionally good on last night's week.

Baldwins looks all week with a private deal, but expected to be up and running in a few days. An official showing of his new machine is planned to be given to the effect.

John Hagopian, of Jersey Specialty Company, Kings N. J., has been named the Jersey territory and other portions of the metropolitan district for the Heston's Division, coin-operated machine parts machine.

Max Lantz pleasantly surprised at the wide diversification of items coming to the Heston's Machine Corporation plant three days on Heston's Division, coin-operated machine parts. Orders are coming in especially strong from the Southern and Midwestern States, he says.

Joe Rose, of Mechanics Distributing Company, New York City, after an absence of some three or four weeks, has been coming out in Southern states in his old machine.

Irving Mitchell, of T. L. Mitchell, Brooklyn, is doing a good job with his business which left his office in a steady stream of orders. Mitchell is now working. Mitchell plans himself on the wonderful revolutionizing his firm gives equipment before it is shipped.

## Buy Deluxe Bands

Jack Barry invited George Pomeroy and your correspondent to preview Missouri's 1941 release. This trip is without doubt the best publicity released for low in the coin-operated machine to date.

The production, direction, design, script and talent are high class and aimed right at the clientele of this type of equipment. Among the stars in this trip are: John Barry, New York, Bill Heston, The Justice, Charles Gable, Carol Devine, Louis Lerner and more. Mitchell's machine is a masterpiece. Mitchell is now working. Mitchell plans himself on the wonderful revolutionizing his firm gives equipment before it is shipped.

## Here and There

Frank Brown, of International Machine's Phonograph department, still receiving suggestions after becoming the grand dealer of a new line.

Leo Wilkes and Murray Whelan left they are making many of their old friends and customers during their stay in Chicago while attending the NACD Convention.

Alvin Seidel and Judy Seidel, of New York, have a great time in Chicago.

They're people, known for Redwood State, has attention to stay at the Metropolitan Opera House every day. At the present, they're in Chicago and

will be in Chicago for the next few days.

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# BRIEFS OF THE WEEK

## Deaths

Mrs. Benjamin H. Heston, New York, December 15. Her husband is attorney for Amusement Vending Machine Operators' Association, New York.

## Managers

Lois Gluckman and Alice Heston, both of the Raymond Heston Company, Philadelphia.

## Births

A son to Mr. and Mrs. Jack Pomeroy, December 15. Father is head of the Mutual Vending Company, New York.

## Spots

A son to Mr. and Mrs. Frank Heston, December 15. Father is employee of International Machine Tool Company, New York.

## Personal

Margaret Bruch has been appointed secretary to William Cohen, of which Heston Company, Minneapolis, to the place vacated by Sylvia Bruch.

Harry Heston and James Heston have been named as record department of the Amuse Vending Company, Minneapolis.

A. C. Wagner, Detroit, has taken over entire operation of the Amuse Vending Company, established by his wife.

Al Abrams is now general manager of American Manufacturing Company, Chicago, coin-operated machines.

Red Jones has returned to take position as service manager for Portland, Maine, Pa., after an absence of six years.

## In Military Service

Red Cohen, of Heston Sales Company, Minneapolis, to the Marine.

John Heston, of Heston Sales Company, Minneapolis, to the army.

Clair Heston, of J. C. Heston Company, Minneapolis, to the army.

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## Data Wanted

THE ANNUAL REFERENCE GUIDE for coin machine operators will appear in The Billboard, January 15 issue. This is an annual feature which operators have come to depend upon for information about the many machines and products now on the market. In this issue we also publish other important data about the coin machine trade.

In order to make our data as complete as possible we make the following requests to special groups within the trade:

### TO COIN MACHINE MANUFACTURERS:

If your firm has not already mailed us a complete list of all machines and products offered to the coin machine trade and now on the market, please read the instructions below for the REFERENCE GUIDE. List each machine or product by name and also give a very brief description of the product. The information should reach our Chicago office not later than January 15.

### TO ASSOCIATION SECRETARIES:

Each year we publish a directory of trade associations in the coin machine industry. This directory is used generally by the trade for correspondence with the various associations. We are especially interested in obtaining data to give in the necessary data for bringing the directory up to date.

1. Give full name of association.  
2. Full legal name of association.  
3. Name and address of the secretary and president.  
4. Name of other officers and directors.  
5. Types of regular meetings of the association.  
6. Most associations send an annual report for publication in The Billboard, telling what the association has done during the past year and what it plans to do next year.

7. Please give good publicity to your association and are helpful as an exchange of ideas with other associations. We would appreciate having a report from your organization.

Address all communications to Coin Machine Department, The Billboard, 340 North Clark Street, Chicago. Copy should reach the above address by January 15 to be in time for the important January 15 issue.

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# MUSIC MERCHANDISING

## PHONO FACTORIES TOP A. O.

### Bands, Artists With Big Music Box Following Pile Up Largest Grosses on Theater Engagements

CHICAGO, Jan. 10.—Automobile phonograph records are the main money to be made in leading music theaters during 1942, music men here and singers who conduct consistently on the automobile phonograph network. Whenever they played, these artists received the most of the gross figures piled up by these attractions at leading music theaters in Chicago, as well as in New York, Pittsburgh, Philadelphia and elsewhere all over the country—following on the automobile phonograph network today is of vital importance in locating and maintaining the box-office power of any band or artist.

#### Phase Network Fares

The power of the automobile phonograph network to build a band and popularize it, was proved in a most different way than leading music theaters everywhere now regard attractions who click with the public in their best box for putting their theater.

Steve Felt, head booker for the Builders & Artists Corporation, operating the Chicago Theater, states that bands and artists who succeed in making their automobile phonograph records the driving power of attendance and performers who are not known to the record fan. As proof of this statement, he points to the whopping \$60,000 gross piled up by Frankie Hawkins and the Ink Spots, during Christmas week (boxed coverage is \$22,000 weekly). The \$60,000 total caused by the Andrews Sisters and Gene Krupa during the week of February 7 and the record date of August 10; the \$40,000 for Jimmy Dorsey, week of December 7; \$40,000 for Helen Hight, week of August 30; and \$40,000 for Glenn Miller June 10 week. Coincidence following of an attraction is especially noticeable when during the season, according to Felt, when artists come to the city to see their favorite recording artists.

#### Most Important Than Radio

At Victor Records' Radio Theater, Philadelphia, only a few months ago, total grosses at the mid-season week indicated these bands with a good phase following will more than do the 1941-42 season than ever before. Car-

rent top grosses are Glenn Miller ending September 10 week and Frankie Hawkins and the Ink Spots during week of November 2. Both hit \$24,000. "This is nearly twice that the season average."

Digester factor in the band's drawing power in Philadelphia, according to Hal Zelenberg, manager of the Radio Theater, is the musician's record popularity, especially on radio stations. "One reason," he says, "musicians come to the stage than a dozen hours of radio this week." Proof of this statement was seen during the December 10 week when Charlie March, practically an unknown band in spite of all the air time his band has had, helped to make the pre-holiday week a \$20,000 week at the box office because two of his recordings were going strong in the town's music boxes. Again for the New Year's week, Woody Herman, absent from the local air scene for a long time, pulled a hefty \$20,000 on the strength of his recordings. Book indications of what records sound to the band on the stage, observes Zelenberg, is the musician's record, a selection when the crowd recognizes it as a record identified with the band.

#### Story in Pittsburgh

There's with a double box following good up the target grosses at the Radio Theater in Pittsburgh. As a result for the year was the Andrews Sisters, who played the town's only stage attraction house three times in 19 months. Each time they drew crowds far above the usual house average of \$20,700. Showing hitting with Gene Krupa during July 4 week, they set the house record for the year at \$22,000. Other outstanding grosses were Count Basie, Ray Dandrea, Cab Calloway, Jimmy Dorsey, Alvin Karp, Sammy Kaye, Wayne King, The Weems, Paul Whiteman, Glenn Miller, Xavier Cugat, Guy Lombardo, The Feltz, Ben Bernie, Ted Lewis, Bob Crowley, Tony Puckie, Larry Clinton, Raymond Scott and Abe Lippman.

#### Big Town Picture

On Broadway, where the four major vendible houses (Paramount, Majestic, RKO and Loew's State) grossed \$173,536 during 1941, photo records indicated



GAFF WILLIAMS intent on his latest record on a Philadelphia phonograph at the Chicago-Singapore Publishing Company, Wholesale Distributor in Chicago. Williams believes "What's Cooking, Cookin'" is one of his best recordings. (N.C.)

#### Spots Moved in Top Grosses

Packman's (19,963) most for dance bands, moved to the year with a take of \$21,000 for a busy 19,963 weekly average—\$4,000 a week ahead of the 1941 average. Outstanding success for the year was The Rascals, Tommy Dorsey, Xavier Cugat, Harry James, Xavier Cugat and Glenn Miller. At the Chicago-Singapore house on Broadway (13,500 total), Jimmy Dorsey, Benny Krupa, Phil Spindler and Woody Herman topped in the best job.

#### Phil Spindler's Success

That that several bands piled up record grosses on theater dates in two-weeks when their music box popularity was especially strong, is further testimony of what automobile phone popularity means to an attraction on potential appearance dates. Steve Felt at the Chicago Theater, Chicago, did good business with bands that are phone favorites in the territory. Lawrence Webber, Intimate, grossed a neat \$24,000 during March 10 week; Dick Jorgens topped the house average with \$24,000 week of May 20; week of May 2 J. & J. Dorsey did \$20,000 and Benny Howard \$19,000 on weeks of April 17 and 14. Some was true of collection, particular in the Midwest looked into the Midwest. Milwaukee: Towne, Kansas City, Mo., and other Midwest vendibles.

### Detroit

DETROIT, Jan. 10.—James A. Packman, head of the J. & J. Dorsey Company, was back to 75 employees and wives of the staff at a Christmas party at the Club Royale. Music men were present for the J. & J. Dorsey and all its employees were part of the evening's program.

Joe Goodrich, who formerly operated a radio of his own, has shifted activity to the music machine field and has joined the J. & J. Dorsey Company. Goodrich, who also runs a group, has headquarters at 2045 Michigan Avenue, in the west side section of Downtown.

Geoff Music Company, Northeastern Detroit operator, is reorganizing its entire music with new working equipment.

Ben Newman, manager of Alvin Karp's Music Company, reports lucky sales recently in the new Newberg section.

J. & J. Dorsey Sales Tobacco Company, one of the city's large cigarette vending operations, has moved to 2325 West Grand Avenue.

### Acclaim Buckley Music Biz in East

NEW YORK, Jan. 10 (AP).—The Eastern Division picture of Buckley Music, taken for 1941, was reviewed at a recent meeting of the Buckley men in that territory. Present at this time were Mike (Mikie) Napolitano, Head, Eastern Venues Company, Brooklyn; Harvey (Harv) Aspermann, Head, Eastern Venues Company, Newark, N. J.; and regional Buckley Music System director, Edwin (Doc) Kane.

Aspermann and Kane said: "We have made a little investigation on our own record among the many operators to whom we have sold Buckley Music Systems with direct Touch-to-Touch Acme, and we found that in every case the men are tremendously satisfied. The only note is that we could go on supplying these with Buckley until our back broke and make installations for them as we did some months back. From this we are preparing a complete report showing the large number of Buckley Music System installations."

"In addition we can only say that as many systems as we shall receive in this relation, in keeping with the GPM regulations, will be more than welcome and we already have orders for everything that we can possibly get from the factory. We have decided to help those operators who were first to install the Buckley music and were therefore greatly successful in making it so popular everywhere through the New York and New Jersey areas. The acclaim which Buckley Music Systems has won after a full year's operation on the majority of locations is something that we are extremely proud of and we feel that these operators will be responsible for continued good business."

### Operator Sets Up Music Publishing Biz

ROCKFORD, Jan. 10.—The John Doe Publishing Company, Inc., has been set up here by Rick (Ricky) Doe, a local photographer operator. Doe plans to advance his firm exclusively to the interests of the music box trade. Firm's plan of record are reported to include getting operators to buy charts in the company and then plug the music picture.

For 4 recording to be made for the firm is its story on the line at Al Downtown in the United States. Doe plans to make records of Columbia Records, 10,000 record sales in 10-week plan. If the song comes, Doe plans to line up more songs.



ST. LOUIS JAZZ LEADERS, like Children, Frankie Morris and Ardella Mae Kelly, with the help of the St. Louis Music-Mex. Syndicate, had a big success during Christmas in the lobby of the Statler Hotel. Pseudonyms received the police force for each quarter reported and a duplicate St. Louis Stamp from one of the St. Louis Leagues.



# HITS OF THE WEEK NOW PLAYING ON VICTOR RECORDS

Main attraction of  
the week!



Reflecting romantic rhythm—passed and by a band of music-makers playing at their peak. The band will keep a steady stream of music pouring in to you if you sit your coin machine.

Backed by  
"YOU ARE THE LYRIC"  
Another Skinnier Ennis "hitmaker" 27343 for top rated hits.

## ALSO STARRING THIS WEEK

- ARTIE SHAW** Symphonies' Rhythmic, Big Band and 12 Best of the Week Without You . . . 27345
- SAMMY KAYE** The Shrine of St. Cecilia and Santa Clara in the Big Way . . . 27379
- Bole Kingling** What Good Would It Be if Chubbies Bridge . . . 27742
- TOMMY DONOHUE** A Good Word on Angel and Two in Love . . . 27511

STARRING EVERY WEEK  
"REMEMBER PEARL HARBOR"  
"DEAR MOM"—Sammy Kaye.  
No. 27338

Order them today  
from your  
VICTOR-BLUEBIRD  
RECORD DISTRIBUTOR

# RECORD BUYING GUIDE—PART 1

Records and Songs With the Greatest  
Money Making Potentialities for  
Phonograph Operators

Records listed below are based on a comparison of records offered each week to representatives of The Billboard from at least four leading distributors in each of the 50 most important operating centers in the country.

## ● GOING STRONG ●

- CHIATTANOGA CHOO CHOO** . . . . . GLEN MILLER (Ray Bonham)  
(12th week)
- ELMER'S TUNE** . . . . . GLEN MILLER (Ray Bonham)  
(11th week)
- FLAND CONCERTE** . . . . . FRIDY MARTIN (Big Vocal)  
(10th week)
- THIS LOVE OF MINE** . . . . . TOMMY DONOHUE (Frank Sinatra)  
(10th week)
- SHEPHERD SERENADE** . . . . . ERIC CROSBY  
(10th week)
- THE WHITE CLIFFS OF DOVER** . . . . . KAY KYES (Ray Bonham)  
(10th week)

## ● COMING UP ●

- THE SHRINE OF ST. CECILIA** . . . . . SAMMY KAYE (Ray Bonham)  
(10th week)
- ROSE O'DAY** . . . . . ERIC CROSBY  
(10th week)
- THIS AUTUMN** . . . . . WOODY HERMAN (Woody Herman)  
(10th week)
- MADLAINE** . . . . . BOB CRISTO (Ray Bonham)  
(10th week)
- THE BELLS OF SAN RAFAEL** . . . . . ERIC CROSBY  
(10th week)
- TWO IN LOVE** . . . . . TOMMY DONOHUE (Frank Sinatra)  
(10th week)
- BY-YO** . . . . . WOODY HERMAN (Woody Herman)  
(10th week)
- THE WHISTLER'S MOTHER-IN-LAW** . . . . . ERIC CROSBY  
(10th week)
- THIS TIME THE ORGANS ON ME** . . . . . GLEN MILLER (Ray Bonham)  
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- STARRING EVERY WEEK**  
"REMEMBER PEARL HARBOR"  
"DEAR MOM"—Sammy Kaye.  
No. 27338
- Order them today  
from your  
VICTOR-BLUEBIRD  
RECORD DISTRIBUTOR
- RECORDS AND SONGS WITH THE GREATEST  
MONEY MAKING POTENTIALITIES FOR  
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(10th week)

Records listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being considered as enough good to warrant their inclusion in the Guide, even if they probably will never climb into "Going Strong."

**WOOBY HERMAN** (Woody Herman)  
(10th week)

**FRIDY MARTIN** (Big Vocal)  
(10th week)

**KAY KYES** (Ray Bonham)  
(10th week)

**BOB CRISTO** (Ray Bonham)  
(10th week)

**ERIC CROSBY** (Ray Bonham)  
(10th week)

**GLEN MILLER** (Ray Bonham)  
(10th week)

**TOMMY DONOHUE** (Frank Sinatra)  
(10th week)

**SAMMY KAYE** (Ray Bonham)  
(10th week)

**ARTIE SHAW** (Symphonies)  
(10th week)

**BOLE KINGLING** (What Good Would It Be if Chubbies Bridge)  
(10th week)

**TOMMY DONOHUE** (A Good Word on Angel and Two in Love)  
(10th week)

# HITS OF THE WEEK NOW PLAYING ON BLUEBIRD RECORDS

Double Feature  
This Week!



The "Kassel" collection is one that is not only the most popular in the world, but also the most popular in the world. It is a collection of the best of the best, and it is a collection that is not only the most popular in the world, but also the most popular in the world.

"NO NEED TO BE SORRY"  
And you really won't be when you put  
this beautiful ballad in on your machine.  
It's good for music after dinner—about  
8-1416

## ADDED ATTRACTIONS OF THE WEEK

- TOMMY DONOHUE**—One of the Best  
and Big Vocal . . . 8-1412
- ERIC CROSBY**—One of the Best  
and Big Vocal . . . 8-1419
- GLEN MILLER**—One of the Best  
and Big Vocal . . . 8-1416
- THE FOUR KING SISTERS**—One of the Best  
and Big Vocal . . . 8-1413
- THE FOUR CLOES**—One of the Best  
and Big Vocal . . . 8-1414

Keep your coin machine  
cashing in with the latest  
VICTOR-BLUEBIRD  
RECORDS





In every machine from coast to coast these two records will soon be ringing out their inspiring messages...

# THEY STARTED SOMETHIN'

(BUT WE'RE GONNA END IT RIGHT IN THEIR OWN BACK YARD!)

COLUMBIA No. 36498

by the one and only

# KATE SMITH

and

# KEEP 'EM FLYING

recorded on

OKEH No. 6506

by **GENE KRUPA**

All operators are urged to hear these two new hits today... you'll have them in your machines tomorrow. They're all America's great new All-American hits.

**BROADCAST MUSIC, Inc.**

580 FIFTH AVENUE • NEW YORK, N. Y.

## Of All Things...

PHILADELPHIA, Jan. 16.—Milton Krimm, former band leader, who spent a Handwagon Show's instruction in the downtown theatrical district, had some suggestions, and of Overbrook Music Company, Philadelphia, had received and arranged recordings in the music machine. Such recordings were ordered as a gesture to the request of the Philadelphia Orchestra who frequent the vintage palace. However, in less than 48 hours, Krimm would the operator subscribers at popular and swing recordings, the sort the Philadelphia air-captured in preference. And why? Because the Philadelphia Orchestra Orchestra orchestra raised such loud objections to the highbrow records.

## Royal Will Service Spots With Bonds, Stamps

NEWARK, N. J., Jan. 16 (UPI).—Royal Mail Company will service all its post-rooms with Defense Savings Stamps thru its new of merchants and collectors, according to Marjorie Conway Spaworth. The plan begins on the fact that the



RAYMOND (SHOOT) SUGARMAN

firm is in daily contact with hundreds of postmen in Northern New Jersey, Spaworth explained.

"The larger retail establishments have already started buying where they are selling Defense Stamps," Spaworth said. "Smaller retailers also want to enter this work and these machines should add tremendously to the sale of stamps."

"We are notifying our postmen that we are with every Defense Stamp into their places so that they need not even make a trip to the post office or bank to buy them. Thus we will have them waiting for defense and we should also maintain a better and closer relationship with our postmen. We feel this will be successful and that large operators everywhere will find this one of the most things they can do at this time to win the respect and appreciation of their customers."

## Patriotic Suggestions

DETROIT, Jan. 16.—Suggestion to add impetus to the patriotic record campaign of the phonograph industry has been proposed in second manufacturers by Max Detroit, vice-president Detroit publisher and operator.

"At the beginning or end of each record, have the recording artist add a short patriotic message like 'Buy Defense Stamps and Bonds' or 'Remember Pearl Harbor'." The message would be broadcast as copyrighted \$20,000,000 a week on the automatic phonograph network down to hundreds of millions of people," he points out, "and messages could be varied sufficiently and kept short enough to get plenty attention."

TO 15, 25, 35, 45, 55, 65, 75, 85, 95, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000.

To pay more is to waste money.  
Maracle Point Noodles  
W. A. GUSTY CORP. 2041 AG. 2031 AG. 2031 AG.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.



It's the official song of the U.S. Army Air Corps.



It's a First Handwagon Special—tomorrow night!

It's a natural for the machines—SO LET'S GO!



Here's a great song in tune with the times. "Keep 'Em Flying" is the official song of the Army Air Corps drive for 30,000 pilots. And that's not all—it's on the air with the Fitch Handwagon Show tomorrow, Jan. 16, 7:00 P.M. E.S.T. NBC Red Network. It's got rhythm, it's got punch, it's got publicity—so LET'S GO!

With **GENE KRUPA**



Trade Marks "Okeh" and "Krupa" Reg. U. S. Pat. Off.









## Industry Mentions Magazines -- Newspapers -- Radio

The Philadelphia Ledger, December 24.  
Patrons of automatic record boxes are said to have a new machine done, according to an article by Gilbert Milnes in the Philadelphia Ledger. It is described as a new culture "Music, Piano, and a sort of performance of the intricacy of the Japs and their "Horse, Piano." In the article the boy goes through the motion of standing the girl in the back, when she comes, she rode on it but not, then which a couple of times and comes back and after that it is a dance of music and song. Poor phonos accompanying this device, showing a couple in the motion stage of the dance, all in the music from an automatic record player.



What he is playing another record. Would you like to be picked again, please? From Collins, David E. Hoffman, artist.

South Menlo: The Daily Telegraph, Jan. 16, 1942. "I was a prize baby. My mother got 300 on a slot machine and I was the prize." The King Country alone. An open singer, appearing as a guest, told King that she had just dropped out to Hollywood from Chicago and between the lake house and her radio it seemed that King was with her all the way to many times did she hear his records played.

The 41 Prizes alone. "Piano: This piano machine must be pretty good to play you the way it does." "Kiddie: I usually make a score of 25,000, but when I hit 40,000 out jumps 50,000 and I buy a Defense Bond." "Piano: "Don't you think you're a little bit of a piano?"

The CFM parties often relating especially to visiting machine, from January 1 brought together machine into the headlines and into the news.

columns in papers all over the country. Many papers did not mention visiting machines in the same way, because of the effect of various devices and other articles were listed on the same line. The machine news received some attention from the readers.

The Boying (Radio) Leader Post devoted a two-column headline to a news story about a fellow who, according to him, was by a music machine playing, dressed his business, grabbed a song sheet, and went into the hoodies below his apartment damaged the machine so badly it could no longer play. He got 60 out of five days and had to pay the operator 10.

Ted and Ferns (Philadelphia), December 19--A letter to the "Education and Answer" column of this trade paper: Q. Is it illegal for a licensee to have a separate machine in the premises? A. No. A separate machine is a legitimate music device in a licensed establishment.

Music Westerns. Continued around the time following the World War and the outbreak days, Daily Westerns has several slot machines displayed as props in a scene showing a typical production.

The Saturday Evening Post, January 15--A record machine named Blanking is used as the background for conversation in a fiction story, "Marilyn Makes the Fact," by Libby Black. The record machine is on location in the lobby of a hotel and the character in the story goes to it when it is switching the light back on and off.

Pink, February issue. -- We wish we could reproduce the scene of photos of Mary Kaye Sims, trying for high score on a slot machine. She is also said she has a tape all her own for playing. This photograph before in film, "Frankel Music" and the accompanying machine it will be on the "tape and give fairly out of their own who play pinballs so much.

## N. D. Supreme Court Declares Phonos Not Taxable Under State's 1941 Games Act

BOZEMAN, N. D., Jan. 16--Electric phonographs are not "amusement games" and therefore cannot be taxed under an act passed in 1941. The North Dakota Supreme Court said in a recent decision. The decision reverses a judgment handed down by Judge Paul J. Anderson on District Court who held automatic phonographs should be taxed under the act.

The case was brought by E. N. Doran, Billings (N. D.) operator, against



"IT'S BOND TIME" says Duke Gordon, operable star, as he points out Jim Magner's popular "Day a Bond for Help" ad. (MR)

they are developing pinball type (MRS. Magner).

Jan. 16, 1942. -- Wayne Gordon is called a "hot machine fixer" by the writer of an article on her which appears in this column along with photographs of Wayne taken at work, assisting, the camera for film production for movie studios.

A cassette winding machine is conspicuous in a photograph showing portions of a New York night spot stacking their wraps.

### PICTURE TIEUPS

(Continued from page 62) number April has been recorded by Charlie Barnett on Broadway.

Mr. Walt has just named Andy Mink for Victor from Walt Disney's studio. And Lenny has come up with a recording of a "Hillbillies of Fanny" in Armand Mink, from the picture of the same name released recently by Warner.

The title tune of "Hillbillies of Fanny" was recorded by Andy Mink for Victor. And Lenny has just named Andy Mink for Victor from Walt Disney's studio.

## Perno Needle Gift For Army Phonos

CHICAGO, Jan. 16 (MR)--Perno Products Corporation, manufacturer of the Perno Point needles for coin phonographs and Victrolas line of long life phonograph needles for home use, recently made a donation of Standard Perno Point needles to the U. S. Armed Forces for use in automatic record players in army recreation rooms.

In acknowledgment Brigadier General P. M. Collins, chief of the defense branch, writes as follows: "With this acknowledgment of the gift of 300 Standard Perno Point needles, it is gratifying to learn of your gift of this material for use of the men in the armed forces in recreation rooms. I am sure that the availability to the entertainment and well-being of the men serving our country in isolated locations. I am sure these men will be deeply appreciative."

Perno Products is proud to be part of defense work in the maintenance of Perno Point for use in various locations for airplanes, boat companies, etc.



## 12 Years of Uninterrupted Leadership

THE PATENTED  
ELLIPTICAL POINT

The only needle ever used in the production of long-life phonographs as standard equipment. The only needle recommended and sold by leading record companies, dealers and manufacturers.

THE WORLD'S OLDEST AND LONGEST MANUFACTURERS OF LONG LIFE PHONOGRAPH NEEDLES

PERMO PRODUCTS CORP.  
6415 Riverwood Ave. Chicago



ART HERMAN COMPANY, Athens, N. Y., has fixed up this attractive corner to add attention to customers by the placing of Olympic Series. The photograph is the Universal General model, distributed by Wurlitzer by the ART HERMAN Company. (MR)

## DO YOU NEED PHONOGRAPHS? WE HAVE THE MERCHANDISE TO DELIVER!

ROCKOLA ★ SEEBURG ★ WURLITZER ★ MILLS  
ALSO WALL AND BAR BOXES

Specify your needs! Write, Phone or Call TODAY! Look 'em over!

ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.



## FEDERAL TAX FREE VICTOR MODEL "V"

**MODEL "V" PROVISIONS REG. COMPLIANCE**  
 1 Model "V" Vender, Standard Finish, \$3.95  
 1 Heart to Machine, \$1.00  
 1 Provision Display Stand with 20  
 1 Provision, \$1.00  
 1 Model "V" Vender with 1000 Balls at  
 100, including 20 Street Balls, \$1.00

**Complete Set Ready To Go**  
 1 Model "V" Vender, Standard Finish, \$3.95  
 1 Heart to Machine, \$1.00  
 1 Provision Display Stand with 20  
 1 Provision, \$1.00  
 1 Model "V" Vender with 1000 Balls at  
 100, including 20 Street Balls, \$1.00

**VICTOR VENDING CORP.**  
 171 N. GRAND AVENUE, CHICAGO

## AN OVERNIGHT HIT! U. S. DEFENSE STAMP BALL GUM VENDOR

Complete with 1000 U. S. Defense Stamps, 1000 Balls, 1000 Street Balls, 1000 Heart to Machine, 1000 Provision Display Stand with 20 Provision, 1000 Model "V" Vender with 1000 Balls at 100, including 20 Street Balls, \$1.00

Only \$9.75

## PIONEER

451 SACKMAN ST.  
 BROOKLYN, N. Y.



## NOW YOU CAN DISTRIBUTE BOOK MATCHES



**NORTHWESTERN, MORRIS, ILL.**

Buy U. S. Defense Savings Bonds and  
 Stamps

# AMUSEMENT MACHINES (MERCHANDISE)

Conducted by E. M. HAMMAN  
 Correspondent for THE BILLBOARD, CHICAGO

## Soft Drink Problems To Affect Beverage Venders

Bottling firms hope to avoid price increase, even tho costs are up—few sales may decline—venders helped bottle record sales in 1941

CHICAGO, Jan. 16.—The operator of bottle vending machines, like everyone else, is facing increased product costs. But, like everyone else, he cannot solve the problem because other businesses are not doing so. The machine operator, however, is in a better position to meet the problem because he can pass the cost on to the consumer. The soft drink dealer, however, is in a worse position because he cannot pass the cost on to the consumer. The soft drink dealer, however, is in a worse position because he cannot pass the cost on to the consumer.

Why should the vendor complain to the soft drink dealer? The vendor is not the one who is paying the increased cost. The vendor is the one who is selling the product. The vendor is the one who is getting the profit. The vendor is the one who is getting the profit.

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### HOME RUN FEDERAL TAX FREE!

Sample Home Run With Approximate  
 1000 Balls at 100, including 20 Street Balls, \$1.00  
 1000 Heart to Machine, \$1.00  
 1000 Provision Display Stand with 20 Provision, \$1.00  
 1000 Model "V" Vender with 1000 Balls at 100, including 20 Street Balls, \$1.00

**VICTOR VENDING CORP.**  
 171 N. GRAND AVENUE, CHICAGO

### NO FEDERAL TAX Better Than a Sales Board... Operate "PRIZE KING" BALL GUM VENDORS

1000 Balls at 100, including 20 Street Balls, \$1.00  
 1000 Heart to Machine, \$1.00  
 1000 Provision Display Stand with 20 Provision, \$1.00  
 1000 Model "V" Vender with 1000 Balls at 100, including 20 Street Balls, \$1.00

**VICTOR VENDING CORP.**  
 171 N. GRAND AVENUE, CHICAGO

### RAKE

1000 Balls at 100, including 20 Street Balls, \$1.00  
 1000 Heart to Machine, \$1.00  
 1000 Provision Display Stand with 20 Provision, \$1.00  
 1000 Model "V" Vender with 1000 Balls at 100, including 20 Street Balls, \$1.00

**VICTOR VENDING CORP.**  
 171 N. GRAND AVENUE, CHICAGO

### ASCO WEEKLY SPECIALS

1000 Balls at 100, including 20 Street Balls, \$1.00  
 1000 Heart to Machine, \$1.00  
 1000 Provision Display Stand with 20 Provision, \$1.00  
 1000 Model "V" Vender with 1000 Balls at 100, including 20 Street Balls, \$1.00

**VICTOR VENDING CORP.**  
 171 N. GRAND AVENUE, CHICAGO

### 5c IDEAL

1000 Balls at 100, including 20 Street Balls, \$1.00  
 1000 Heart to Machine, \$1.00  
 1000 Provision Display Stand with 20 Provision, \$1.00  
 1000 Model "V" Vender with 1000 Balls at 100, including 20 Street Balls, \$1.00

**VICTOR VENDING CORP.**  
 171 N. GRAND AVENUE, CHICAGO

### ASCO, 540 ASTOR ST., NEWARK, N. J.

1000 Balls at 100, including 20 Street Balls, \$1.00  
 1000 Heart to Machine, \$1.00  
 1000 Provision Display Stand with 20 Provision, \$1.00  
 1000 Model "V" Vender with 1000 Balls at 100, including 20 Street Balls, \$1.00

**VICTOR VENDING CORP.**  
 171 N. GRAND AVENUE, CHICAGO

### LUSTRE BALL GUM DOUBLE POLISH

1000 Balls at 100, including 20 Street Balls, \$1.00  
 1000 Heart to Machine, \$1.00  
 1000 Provision Display Stand with 20 Provision, \$1.00  
 1000 Model "V" Vender with 1000 Balls at 100, including 20 Street Balls, \$1.00

**VICTOR VENDING CORP.**  
 171 N. GRAND AVENUE, CHICAGO

## DuGrenier Has Banner Year

NEW YORK, Jan. 16.—(UPI)—Arthur B. DuGrenier, Inc. has topped one of the best years in its history in the 100th anniversary of manufacturing cigarette and bottle vending machines.

According to "The Chicago" sales manager of the company, this anniversary marks the first time that the company has sold more than 100,000 machines since 1941.

The company's success is attributed to the company's ability to adapt to changing market conditions and to the company's ability to provide a wide variety of products.

## Coca-Cola Adopts Rationing Program

BALTIMORE, Jan. 16.—The rationing of sugar has made it necessary for the Coca-Cola Bottling Company to adopt a rationing program. This affects vending machines, automatic dispensers, and other equipment.

The company has decided to ration the amount of sugar used in its products. This will result in a slight increase in the price of the products.

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## TENDER SUPPLY NOTES

Report in the trade is that candy manufacturers are reducing discounts to candy wholesalers. Dealers do not approve—Go straight into the price in candy did not meet with serious objection.

Severely tender operations are waiting to be the victims of OPA's inquest, that manufacturers, peddlers, bottlers and users of glass containers shaggy little cans, dippers and tins.

Said to be busy on the matter is a cigarette maker which owns a yard of cigarettes and can be seen in visiting machines.

National Peanut Work, January 16-17, is being published by one of the largest agencies in the United States, the Patent Council, Inc. Articles on peanuts and peanut products will be published in magazines and newspapers throughout the United States. Sales will be up to ten from five dollars. National and local prices will grow for the best peanut products with peanuts and peanut products.

Chocolate manufacturers, which have been consistently supportive with their time to date action dealers' worth of newspaper advertisements recently, will be out of advertisements in January. Mailing delays will about February. The company's sales assistant says programs will be reduced.

John-Quinn-Kelley, from Chocolate Company, Inc., of Patuxent, N. Y., has issued the following announcement to the trade: "The business of the firm is national delivery. It has been reduced to a minimum for the chocolate bars with agents' direct clients. There has been no change in the quality of our chocolate bars."

Yellow cigarettes, those are recommended paper for cigarettes. That is, it and when pressure growing day after day, yellow cigarettes are recommended to make of cigarette paper.

As a result of 15 years' research, the Philadelphia Gum Company is bringing out a new gum process for pure in taste of chewing gum. The product is made of a synthetic base.

Dealers of gum and other beverages in which sugar is a major ingredient are starting to ration their output. One dealer has a shortage of soft drinks for 1942.

Harold has begun to report the main business in New York. He says the industry, mainly of the island, has come about to a standstill. Men and machines have been idle for some time.

The first average price of raw sugar was paid back in New York, was 3.00 cents per pound against 2.75 cents in the first of 1941. The price of raw sugar was the highest since the 1937 figure of 3.40 cents, according to London and Chicago.

Representative of the manufacturers, made to the OPA a grand deal the last week, according to an old-timer in the trade. January 3 representatives of the manufacturers and of general all-arounders met with officials of OPA and discussed the possibility of establishing maximum prices for amusement machines. The new deal was 51.92 a pound in mid-November to about 51.92 a pound today.

Rationing of sugar has been decided upon by federal authorities and will be

concerned within a short time. Machines of most to candy, soft drink and other food manufacturers will be rationed accordingly. In some cases sugar will be substituted for the best and most common sugar used. A government agency said manufacturers of soft drinks and candy have been requested to make such substitutions as they can. The agency of sugar they have accumulated during the last year in anticipation of a shortage.

MARCH 15 IN DEPT.  
NEW YORK, N. Y., January 16 (Colliers per penny): Kalam, 95.15 to 97.15; U. S. Government, 97.15 to 97.35.

CHICAGO, SPOT MARKET  
PRIMES  
Virginia and North Carolina

	Cents per lb., in bags
January	8.00 to 8.25
February	7.75 to 7.95
March	7.50 to 7.75
April	7.25 to 7.50
May	7.00 to 7.25
June	6.75 to 7.00
July	6.50 to 6.75
August	6.25 to 6.50
September	6.00 to 6.25
October	5.75 to 6.00
November	5.50 to 5.75
December	5.25 to 5.50
January	5.00 to 5.25
February	4.75 to 5.00
March	4.50 to 4.75
April	4.25 to 4.50
May	4.00 to 4.25
June	3.75 to 4.00
July	3.50 to 3.75
August	3.25 to 3.50
September	3.00 to 3.25
October	2.75 to 3.00
November	2.50 to 2.75
December	2.25 to 2.50
January	2.00 to 2.25
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May	0.00 to 0.25
June	0.0

Now is the time  
to make a pledge

# HAVE FAITH IN THE FUTURE OF YOUR INDUSTRY

Today there are two paths for you to follow. In the conduct of your business you can forget the money you spent and the effort you made to build up recognition, good will and customers to attain your present position in the industry; start functioning on a day-to-day basis, and continue in business as long as you can, but such a method cannot keep you in business very long.

The other path, which has in the past and will be in the future the course followed by successful business firms that have weathered previous wars, depressions and emergencies, is to realize present conditions are only temporary. You will have to revamp your procedure in a few spots to meet certain obsta-



cles, but basically you will continue to operate in much the same way. You will make a pledge to improve your product, your service, your reputation and your customer's good will, even tho you can already sell more merchandise than you can secure or manufacture. In general, you will make a pledge to build for the future.

You will be ready and waiting when America starts using more Coin Machines than ever before. Yes, you will reap the profits when the day comes that the Coin Machine Business will be bigger and better than any of us ever dreamed was possible.

HAVE FAITH IN YOUR INDUSTRY NOW AND

LATER ON THE REWARDS WILL BE GREAT

## The Billboard Herewith Makes A Pledge

The Billboard believes the large majority of operators have faith in the future of the coin machine industry. Therefore, regardless of cost, The Billboard not only will continue all of its present editorial services, but will build them to serve operators even more thoroly.

The Billboard believes the large majority of its advertisers have faith in the future of the coin machine industry. Therefore, regardless of cost, The Billboard will continue not only to maintain reader interest among today's operators, but The Billboard will continue to build its circulation among prospective customers for its advertisers.

The Billboard will invest everything in maintaining its leadership in the coin machine industry, for The Billboard has faith in the future of America and The Billboard believes coin machines will be in the near future, more than ever, an integral part of American life.











## The 1942 Coin Machine Show Will Not Be Held, But . . .

# THE BILLBOARD'S ANNUAL COIN MACHINE BUYERS' GUIDE WILL BE PUBLISHED

Yes, Sir! The Annual Coin Machine Buyers' Guide, which is usually issued in conjunction with the Chicago Coin Machine Show, will be published again, and it will be bigger and better than ever before.

## IT WILL BE ON SALE JANUARY 28

Besides the Buyers' Guide and the usual editorial features such as the 1941 Review, lists and reports, it will contain all available material and statistics about the effect the war has had and will have on the coin machine business.

## THE BILLBOARD'S JANUARY 31 ISSUE WILL BE A COIN MACHINE CONVENTION IN ITSELF

No one connected with the coin machine business can afford to miss it. It's going to be the biggest, most interesting issue of the year!

## ADVERTISERS!

**THIS IMPORTANT ISSUE WILL HAVE MORE READER  
INTEREST AND ADVERTISING EFFECTIVENESS THAN THE  
USUAL CONVENTION ISSUE.**

## ACT NOW!

Start preparing your advertising copy today! Mail it to The Billboard, 25 Opera Place, Cincinnati, Ohio.

**FORMS CLOSE  
JANUARY 23**



—is a  
"convention"  
of NEW coin  
machines—  
LATEST IDEAS—  
LOWEST  
PRICES  
Every Week!

## THERE IS NO SUBSTITUTE FOR SUCCESSFUL EXPERIENCE

—and the experience of others can be just as useful as your own. That is why today, more than ever before, it is important to read The Billboard REGULARLY: to know what men, methods and machines are succeeding. What to buy; how much to pay; where to operate; when to sell. These problems have taken on added significance under present-day operating conditions.

Dave Gottlieb says: "I have watched energetic young men with meager capital and little equipment, but with an indomitable will to conquer grow to giant industrialists in the Coin Machine Amusement Industry." And The Billboard helped every one of them—ask any coin machine operator, jobber, distributor or manufacturer.

**January is the Last Month 17-Issue Subscriptions to The Billboard Will  
Be Advertised for Only \$1—RATES ARE GOING UP!**

The Billboard, 25 Opera Place, Cincinnati, Ohio.

Please enter my subscription at the famous "17 Copies Only \$1"  
Special Introductory Subscription Price. I understand this is my last  
chance to subscribe at 17 weeks for \$1 before the rates go up. (Regular  
rates now: One Year, \$5; Single Copy, 15c.)

Name.....  
Address.....  
City..... State.....

..... New

..... Renew

Occupation.....

















OUR NO. 1 JOB IS THE PRODUCTION OF DEFENSE AND ARMAMENT EQUIPMENT

# MINUTE MEN *of* 1942



Industry and America has rolled up its sleeves! The Minute Men at Concord have their modern counterpart in the 1942 Minute Men . . . Labor, Industry and Capital . . . with inherent American spirit . . . have summoned manpower, machines, materials and money, to back up a fighting line that has never . . . and will never be defeated. The J. P. Seeburg Corporation deems it a proud privilege to be actively engaged

in the production of vital armament and defense equipment . . . OUR NO. 1 JOB!

Yes . . . we are still manufacturing Seeburg Symphonolas and Seeburg Remote Control Music Systems! However, the limited production of 1942 Seeburg Symphonolas are the most beautiful and finest reproducing instruments in the history of automatic music.

*Keep 'em flying!*

The J. P. Seeburg Corporation is making Gun Turret Assemblies . . . Bomb Release Controls . . . Signal Corps Radio Equipment.

Buy U. S.  
DEFENSE BONDS  
AND STAMPS

To Go Ahead — GO  
**Seeburg**  
J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO





**YOU ARE**  
*Invited*



**YOU ARE CORDIALLY INVITED TO SEE AND  
HEAR NEW WURLITZER MERCHANDISE AT  
YOUR WURLITZER DISTRIBUTOR SHOW ROOMS  
NATIONAL WURLITZER DAYS SATURDAY JAN. 17  
SUNDAY JAN. 18**

**THESE AUTHORIZED WURLITZER DISTRIBUTORS WILL UNVEIL THE  
SENSATIONAL NEW VICTORY LINE JANUARY 17th AND 18th**

**ALABAMA**  
G. S. Distributing Co.  
214 N. 11th Street  
Birmingham, Ala.

**ARKANSAS**  
Southern Distributing Co.  
415 W. 7th Street  
Little Rock, Ark.

**CALIFORNIA**  
California Supplies Dist. Co.  
1242 Venice Boulevard  
Los Angeles, Calif.  
California Supplies Dist. Co.  
615 Broadway Street  
San Francisco, Calif.

**COLORADO**  
Wolf Bros. Co.  
1922 Broadway  
Denver, Colo.

**DISTRICT OF COLUMBIA**  
Southern Distributing Co.  
1129 12th Street, N. W.  
Washington, D. C.

**FLORIDA**  
Temple Distributing Co.  
715 E. Hubbard Avenue  
Jacksonville, Fla.  
Temple Distributing Co.  
1029 N. E. 1st Avenue  
Miami, Fla.  
T. A. S. Distributing Co.  
124 E. International Street  
Pensacola, Fla.

**GEORGIA**  
Hudson Music Co.  
708 Irving Street, N. W.  
Atlanta, Ga.

**ILLINOIS**  
Chicago Supply Dist. Co.  
2332 Cottage Grove Avenue  
Chicago, Ill.

**INDIANA**  
Superior Distributing Co.  
704 E. First Street  
Evansville, Ind.  
Superior Distributing Co.  
2421 N. Madison Street  
Indianapolis, Ind.

**IOWA**  
Bank Distributing Co.  
1420 Laurel Street  
Des Moines, Iowa

**KANSAS**  
Central Distributing Co.  
807 W. Douglas Street  
Wichita, Kansas

**KENTUCKY**  
Superior Distributing Co.  
429 S. First Street  
Louisville, Ky.

**LOUISIANA**  
P. A. S. Distributing Co.  
794 Bienville Street  
New Orleans, La.

**MARYLAND**  
Buckner Distributing Co.  
317 St. Paul Street  
Baltimore, Md.

**MASSACHUSETTS**  
Cox Distributing Co.  
35 Arlington  
Boston, Mass.

**MICHIGAN**  
Western Music &  
Specialties Co.  
1019 Beaubien  
Detroit, Mich.

**MINNESOTA**  
MusicMaster Distributing Co.  
2115 University Avenue  
St. Paul, Minn.

**MISSISSIPPI**  
F. A. S. Distributing Co.  
184 W. Pearl Street  
Jackson, Miss.

**MISSOURI**  
Brent Distributing Co.  
24 S. Tenth Street  
St. Louis, Mo.  
Central Distributing Co.  
Grand at 13rd Street  
Kansas City, Mo.

**NEBRASKA**  
Brent Distributing Co.  
2705 Jackson Street  
Omaha, Neb.

**NEW YORK**  
The Arthur Hummel Co.  
118 Broadway  
Albany, N. Y.

**NEWYORK**  
MusicMaster Distributing Co.  
500 Hudson Avenue  
Ruffalo, N. Y.  
MusicMaster Distributing Co.  
315 W. 43rd Street  
New York, N. Y.

**NEW YORK**  
The Arthur Hummel Co.  
128 W. Broadway  
Saratoga, N. Y.

**NORTH CAROLINA**  
Southern Music Co.  
118 Commerce Avenue  
Greensboro, N. C.

**OHIO**  
Graham Distributing Co.  
215 E. 9th Street  
Cincinnati, Ohio  
Graham Distributing Co.  
3214 E. 98th Street  
Cleveland, Ohio

**OKLAHOMA**  
Central Distributing Co.  
354 N. Broadway  
Oklahoma City, Okla.

**OREGON**  
Fred Fields  
414 Portland Van & Storage  
407 N. Broadway  
Portland, Ore.

**PENNSYLVANIA**  
Rexy, Smith, Jr.  
Rocky Glen Park  
Allentown, Pa.

**PENNSYLVANIA**  
Pam Cole-Gibbs Co.  
821 N. Broad Street  
Philadelphia, Pa.

**PENNSYLVANIA**  
MusicMaster Distributing Co.  
1748 South Broadway  
Pittsburgh, Pa.

**SOUTH CAROLINA**  
James Henry Co.  
129 N. Spring Street  
Spartanburg, S. C.

**TENNESSEE**  
Cox Distributing Co.  
907 N. Central Avenue  
Memphis, Tenn.

**Texas**  
Southern Distributing Co.  
618 Madison Street  
Memphis, Tenn.  
C. S. S. Distributing Co.  
415 4th Avenue, S.  
Houston, Texas

**TEXAS**  
Commercial Music Co.  
726 N. Irving Street  
Dallas, Texas

**TEXAS**  
Commercial Music Co.  
2014 Texas Street  
Houston, Texas

**TEXAS**  
Commercial Music Co.  
108 Janesville Street  
San Antonio, Texas

**VIRGINIA**  
Harris Maynor, Jr.  
823 W. Broad Street  
Richmond, Va.

**WASHINGTON**  
Fred Fields  
2127 Western Avenue  
Seattle, Wash.

**WASHINGTON**  
Fred Fields  
414 Vancouver Hotel  
Seattle, Wash.

**WEST VIRGINIA**  
Cox Distributing Co.  
185 Virginia St. W.  
Charleston, W. Va.

**WISCONSIN**  
Cox Distributing Co.  
3408 W. Wisconsin Street  
Milwaukee, Wis.

**THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK**